

***MONROE COUNTY TOURIST DEVELOPMENT COUNCIL'S***

# **OPERATIONS MANUAL**

## **SECTION VI**

### **DISTRICT TELEMARKETING AND VISITOR INFORMATION SERVICES**

*District Telemarketing & Visitor Information Services*  
*>>Continued*

## **DISTRICT TELEPHONE SERVICES**

The Monroe County Board of Commissioners/TDC entered into a contract with the five (5) Chambers of Commerce to provide Visitor Information Services. As outlined in the agreement, the chambers of commerce, under their contractual agreement ...shall respond to all telephone inquiries from generic toll free number(s) and/or other toll or toll-free numbers with general information about the Florida Keys and any specified district destination within. The chambers shall also respond to all telephone inquiries from their district destination and the Florida Keys.

The chambers shall respond to all telephone inquiries for the benefit of Monroe County as a whole and not for the benefit of the chamber, members of the chamber and/or discriminate between chamber and non-chamber members where generic materials are provided by the Monroe County Tourist Development Council.

The chambers shall retrieve and record all information required by the software program displayed on the monitor which includes the name, address, zip codes and telephone number (when provided) of the caller. The chambers shall provide live telephone service tailored to each chamber as follows: 9:00 a.m. to 8:00 p.m., seven (7) days a week (closed Thanksgiving, Christmas Eve, Christmas Day, New Year's Day, Easter, Memorial Day, Fourth of July and Labor Day\*). Live operator, voice mail, answering machine or similar procedures will be provided to capture the required information during off hour operation.

The chamber 1-800 number and those calls routed through 1-800-FLA-KEYS number will be automatically routed to the appropriate chamber.

All mail fulfillment generated as a result of telephone inquiries through TDC's 1-800 and/or 305 telephone network will be handled and charged for by a central fulfillment center.

The tourist-related collateral requests will be provided to the central fulfillment center through the computer network system on a daily basis to be fulfilled in bulk and mailed utilizing "Bulk Rate" mail.

Any collateral material to be used in the fulfillment of the Visitor Information Services will be approved or disapproved by the TDC.

The services provided by the chambers of commerce shall be under the general direction of the TDC Administrative Office.

\* hours and holidays may vary for each chamber

Additionally, as outlined in the agreement, the chambers of commerce shall provide Visitor Information Services to visitors walking into the facility during the regular work hours which are 9:00 a.m. to 5:00 p.m., Monday through Friday\*.

\* hours and holidays may vary for each chamber